



ENERGY STAR® 2002 Public Service Campaign Tagging Television PSAs

Sample Co-branded Spot

Below is a screen grab from a co-branded spot. This demonstrates the approved 'tagging' style – logo only – and location. Please mirror the placement of Efficiency Vermont. Also adhere to the following usage parameters when co-branding an EPA spot:

An EPA spot may be co-branded or 'tagged', distributed and aired in local markets without securing waivers so long as the following criteria are met:

- (1) Organization co-branding the spot is a certified non-profit.
- (2) Spot remains unchanged with the exception of adding a logo in the approved location.
- (3) The non-profit submits airing summaries to both the EPA and D&R International.
- (4) Airtime is donated (non-paid media space).
- (5) The ENERGY STAR logo remains on the spot.

Spot final scene with non-profit organization's tag.



Approved co-brand logo placement.
No copy permitted.